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FOR IMMEDIATE RELEASE

CameraBright, Inc. Introduces a Camera Phone Lighting Accessory that Improves Picture and Video Quality Called PhoneBright! X1

PhoneBright! Light Accessory Set to Illuminate Camera Phone Pictures and Videos in Low or No Light Situations for Virtually Everyone

LAS VEGAS, NV – 2006 INT’L CES– SANDS CONVENTION CENTER — January 5, 2006

— CameraBright, Inc. today introduced the PhoneBright!TM X1, a breakthrough camera phone lighting accessory which is about the size of a typical car key and connects to virtually every camera phone on the market – improving picture and video quality in low and no light situations. The PhoneBright! accessory, which easily attaches to the headphone jack of most camera phones, helps to ensure great photographs and better videos with every memory to be captured. Visit CameraBright in the Brandess-Kalt-Aetna Group (BKA) booth # 71051 in the Sands Convention Center during 2006 International CES January 5-8.

“Almost everyone you see seems to be buying camera phones and now everywhere you look people are using them,” said Brett Pardikes CEO and Chairman of the board. “One of the biggest issues is that these camera phones typically lack any flash to take spontaneous pictures or have a constant-on light for taking fun videos, and now, PhoneBright! lights address these issues having even more people take and print pictures right from the camera phone.”

The PhoneBright! X1 lighting accessory is as easy to use as a flash light—a single slide switch turns the unit on or off. The light accessory simply plugs into the 2.5 mm headphone jack of the camera phone. The patent pending articulated headphone connector can then be pivoted or rotated into the best position for each camera phone. When the unit is turned on, the accessory gives users a constant light source to compose pictures perfectly in the view finder; virtually eliminating red-eye and offering well lit videos. When the unit is not being used it is simply unplugged from the camera phone and placed back into its holder which is conveniently attached to the user’s key chain where it can provide easily accessible light in all situations.

"The introduction of the PhoneBright! light is truly innovative and well timed, and it broadens their product line into the very fast growing camera phone market," says Dan Callahan, President, Brandess-Kalt-Aetna Group distributor of CameraBright's products within the U.S.A. and Canada. "Retailers will be very excited to have an excellent lighting accessory that can be attached to almost every one of their Camera Phone sales."

The compact unit, which weighs less than .5 ounces with batteries and measures 2.3 by 1 by .42 inches, is tiny enough to carry in your pocket with your keys to take where ever you go—so it's always ready to use. Two Duracell DL2016 lithium batteries provide over 10 hours of continuous use.

"In today's digital era, capturing memories is a priority for many people," said Mani Parmar, Director of Global OEM Sales, Duracell. "Consumers have trusted our batteries in their devices for years, and we're glad to be able to power CameraBright's PhoneBright!TM X1 light to help camera phone users capture brighter, more realistic photos to share with their family and friends."

For more information, retail stores should contact their regional Brandess-Kalt-Aetna Group sales representative or call 847-821-0450. Consumers can also purchase the lighting accessory directly from CameraBright, Inc.'s online store (www.camerabright.com). For more information about CameraBright, Inc. or its products, visit the company's web site or call 1-866-342-2144.

About Brandess-Kalt-Aetna Group, Inc.

Brandess-Kalt-Aetna Group is committed to being the very best provider of a broad range of photographic, digital and imaging products as well as selected fine art and craft supplies for both the amateur and professional. BKA continually provides new products to ensure that our customer is always on the cutting edge of technology with a dedicated focus on quality, value and service. Visit www.bkaphoto.com.

About Duracell

Part of the Procter and Gamble Company (P&G), Duracell is the world's leading manufacturer and marketer of high performance alkaline batteries. Duracell also sells a wide range of specialty batteries including lithium, zinc air and nickel metal hydride (NiMH) batteries. For more information about Duracell, visit www.duracell.com.

About CameraBright Inc.

CameraBright, Inc. is focused on developing the first low cost lighting accessory product line dedicated to the consumer digital camera, camcorder and camera phone industries. Based in

Colorado, the company is a privately held corporation. CameraBright, Inc. has a desire and commitment to “Make it Right, Make it Bright!” For more information, visit www.camerabright.com.

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